

aS533
.F66R476

A REPORT TO
The President of the United States
LYNDON B. JOHNSON

1965

BY THE 4-H CLUBS OF THE U.S.A.

United States
Department of
Agriculture



NATIONAL
AGRICULTURAL
LIBRARY

Advancing Access to
Global Information for
Agriculture



4-H

FITS THE FUTURE

4-H is:

Boys and Girls

---learning and serving

Volunteer & Professional Leaders

---guiding and teaching

Land Grant Universities,

County Governments,

U. S. Dept. of Agriculture

---cooperating and planning

Friends of 4-H,

Business, Industry

Agriculture, and Civic Groups

---stimulating and supporting

You and Others

---understanding and

endorsing 4-H

EACH YEAR THROUGH 4-H
MORE THAN

2,225,000 YOUTH
IN U. S. GAIN . . .

PURPOSE

RESPONSIBILITY

ACHIEVEMENT

LEADERSHIP



MILLIONS MORE NEED
4-H

4-H Members in Every State

State	No. of Members	State	No. of Members
Alabama	120,826	Nebraska	32,814
Alaska	1,838	Nevada	4,284
Arizona	7,419	New Hampshire	8,063
Arkansas	29,902	New Jersey	14,234
California	37,880	New Mexico	8,299
Colorado	25,369	New York	81,246
Connecticut	9,314	North Carolina	59,508
Delaware	2,235	North Dakota	18,056
Florida	44,865	Ohio	93,850
Georgia	150,881	Oklahoma	56,797
Hawaii	4,865	Oregon	35,267
Idaho	18,336	Pennsylvania	42,141
Illinois	78,437	Puerto Rico	31,248
Indiana	94,681	Rhode Island	2,728
Iowa	55,789	South Carolina	67,774
Kansas	32,220	South Dakota	19,576
Kentucky	82,139	Tennessee	122,241
Louisiana	98,679	Texas	87,437
Maine	5,972	Utah	17,239
Maryland	15,925	Vermont	6,708
Massachusetts	13,291	Virginia	68,349
Michigan	77,204	Washington	20,000
Minnesota	55,059	West Virginia	35,967
Mississippi	103,784	Wisconsin	62,450
Missouri	37,363	Wyoming	8,860
Montana	13,714		

Total..... 2,221,119 boys and girls

"I am glad that your learn-by-doing opportunities are open to all youth, and that 4-H dividends of character development and good citizenship accrue to young men and women of every race, color, creed, and economic circumstance."

LYNDON B. JOHNSON
(4-H WEEK 1964)



TEAM EFFORTS CAN DO THE JOB

Live

The Cooperative Extension Service and 367,000
Adult Volunteer 4-H Leaders
State Land Grant Universities
U. S. Department of Agriculture and Other
Government Agencies
County Governing Boards and Committees
National 4-H Service Committee
and its Supporters
National 4-H Club Foundation and its Sponsors
Local, County and State Resources

- Civic and Service Groups
- Business, Industry, Agriculture
- Schools, Churches, Women's Clubs and
Other Cooperators

4-H OBJECTIVES HELP YOUTH BUILD FOR THE FUTURE

- ☐ Gain new knowledge, skills, and attitudes through real-life experiences.
- ☐ Realize the satisfactions and dignity of work.
- ☐ Develop leadership talents and abilities.
- ☐ Recognize the value of research and learn decision-making processes.
- ☐ Understand how agriculture and home economics contribute to the economy and human welfare.
- ☐ Explore career opportunities and continue needed education.
- ☐ Practice healthful living and constructive use of leisure time.
- ☐ Appreciate nature and apply conservation principles.
- ☐ Strengthen personal standards and citizenship ideals.
- ☐ Cultivate desire and ability to cooperate with others.

THE 4-H PLEDGE

I pledge . . . my HEAD to clearer thinking,
my HEART to greater loyalty,
my HANDS to larger service,
and
my HEALTH to better living,
for my club,
my community
and my country.

4-H CLUB WORK

is the youth education program of the Cooperative Extension Service. It is conducted through the joint efforts of the U. S. Department of Agriculture, the Land Grant Universities, and county governments.



FACING NEEDS FOR THEIR FUTURE

4-H EDUCATION IS FOCUSED ON THE NEEDS OF YOUTH IN A COMPLEX AND CHANGING WORLD

INDIVIDUAL GROWTH

All youth need to “belong,” to have a chance to participate, and an opportunity to be of service. They need to explore careers, prepare for marriage and family life, develop inquiring minds, and acquire a set of values.



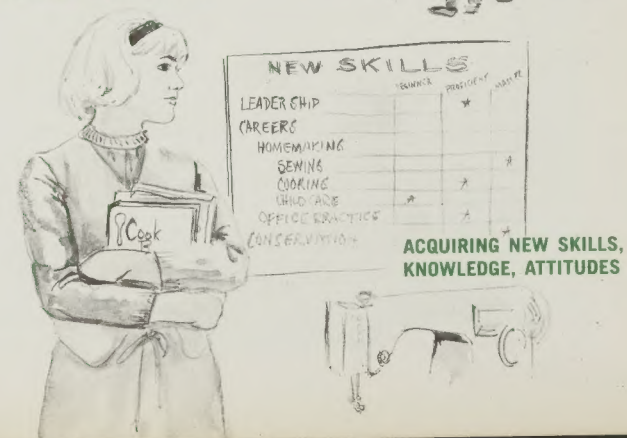
SOCIAL CHANGE

Today's youth are growing up in an era of expanding population, urbanization, increased education, world tension, social unrest, conflicting ideas and values, new technology, demand for new job skills, and increased leisure time.



NEW KNOWLEDGE

Modern research and communications have created a knowledge explosion. Schools and industry are multiplying knowledge at an increasing rate. Youth must become “life-long learners” to keep up.



THEIR NEEDS ARE 4-H PROGRAM CONCERNS

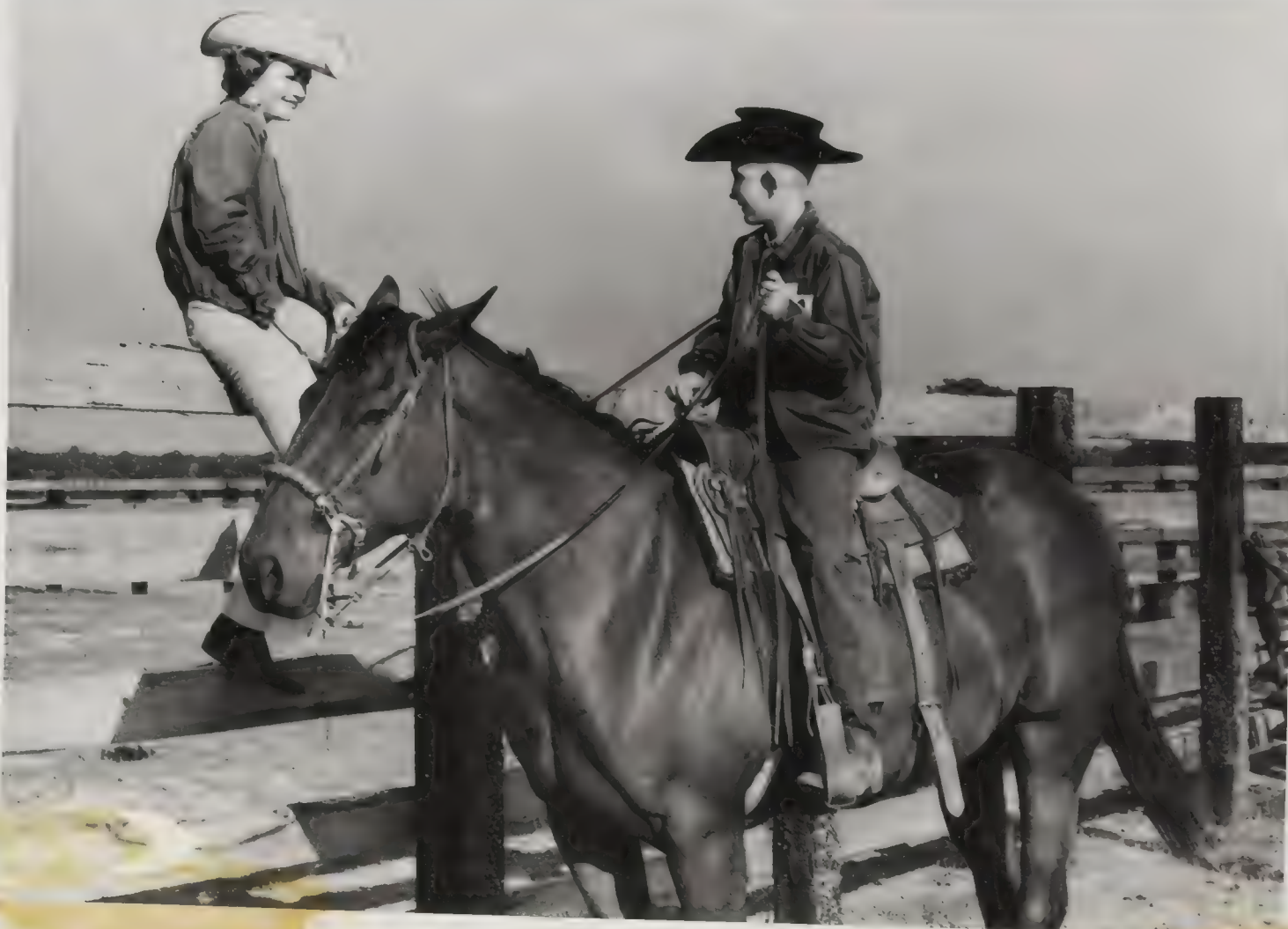
- * **CITIZENSHIP** 4-H youth become better citizens who appreciate and respect others, understand and support principles of democratic self-government, recognize the interrelationships among segments of our economic community.
- * **LEADERSHIP** 4-H helps youth achieve their leadership potential through local clubs and a wide variety of county, district, state and national activities and events.
- * **SCIENCE** 4-H projects teach youth current technical information, scientific principles, and how to experiment and apply knowledge in useful ways.
- * **PRODUCTION** 4-H youth learn improved production, marketing and management principles through projects in crop and livestock production, tractor and machinery care, town and country business.
- * **CONSERVATION** 4-H emphasizes conservation and outdoor recreation through projects in forestry, wildlife management, soil and water conservation, and 4-H camping programs.
- * **PERSONAL DEVELOPMENT** 4-H helps youth become competent, responsible adults by developing their intellectual potential, healthy minds and bodies, desirable patterns of behavior, and lasting personal values.
- * **CAREER EXPLORATION** 4-H improves youth employability through useful work projects, good work habits, contacts with a wide range of educational and career possibilities.
- * **FAMILY LIFE** 4-H home economics projects prepare youth for better family relationships, money management, and wiser purchasing as consumers.
- * **COMMUNITY IMPROVEMENT** 4-H members serve their community through health and safety activities, emergency preparedness, community cleanup programs, helping the handicapped, and community service projects.
- * **INTERNATIONAL UNDERSTANDING** 4-H youth share in building international understanding through 4-H-type programs in 78 countries around the world, 4-H Peace Corps projects, International Farm Youth Exchange, 4-H pen pals.

Luci Baines Johnson meets with several 4-H'ers during the launching of a national "Youth for Natural Beauty" campaign at the U.S. Department of Agriculture. Miss Johnson accepted the honorary chairmanship of the program uniting young people of many groups and organizations to promote and preserve the country's natural beauty.



"Program Aides" like these in the Arkansas Special 4-H Project, assist young people from low socio-economic families to learn through an informal educational program that is highly helpful, though new, to them. The Arkansas project is developing and testing methods and procedures of working with youth of low-income rural families. Such young men and women are organized and taught by the program aides, who themselves are trained and supervised by the county Extension agents.





Fastest growing of all 4-H activities in Texas are the 4-H Horse Clubs, increasing more than tenfold in the last five years. The same is true in many other States.



Charles Faulkner of Citrus Heights, Calif. is already an exponent of "Plan-and-Plant for Beauty." He, like some 200,000 other members, has chosen home grounds beautification as a major interest in 4-H.



4-H members of Huntley, Mont. decided to establish and maintain a roadside park for tourists and others who come to their community. Clean-up around a public facility, or plan-and-plant for beauty, are popular choices for 4-H Club service activities.



With its emphasis on "why's" as well as "how's", 4-H project work helps youth develop inquiring minds and an appreciation for the scientific method. The barn, the kitchen, the flower garden become the laboratories for learning.



Ponca City, Okla. members combine two important experiences-- learning about conservation and demonstrating good practices to their community. More than 225,000 members enroll in intensive conservation projects; many others learn through discussions, tours and camps.



Club members are interested in marketing as well as production. Two Kay County, Okla. 4-H members learn from the manager of a cooperative elevator how "dockage" is determined on grain.



350,000 members enroll for projects in agricultural engineering-- including tractor, automotive care and safety, and electrification.



Entomology study is popular with boys and girls whether they live in town or country, city or suburbia. Older brother here is giving an early lesson to his sister, just beginning.



4-H clothing study has led these North Dakota girls to visit a textile laboratory to learn more about fibers and fabrics. Perhaps a career in clothing may be in their future.



Teenagers not only spend for their own needs but often do the family shopping. Georgia Nitardy is better equipped since she made a special study of dairy food science. She has learned that cost of a product is based on several different factors.



8369-2 4-H Club meeting on the west side of Chicago.

The thrill of achievement--of doing a good job and having one's family and friends recognize it--is important to the development of all youth. 4-H offers many different opportunities for personal development.



Volunteer 4-H leaders, adult and junior, receive training from their county Extension worker. They, in turn, teach the 4-H Club members. A half million volunteers give their time to work directly with the 4-H members.

24

Helping young people gain knowledge and skills for healthful living is important to their future and to our Nation's goals. Here 4-H youth from several clubs in Waukesha County, Wis. visit the County Health Department to learn about services available and preventive measures they and their families can take.



COUNTY HEALTH DEPT.



1972-204 4-H Club members from Waukesha County, Wisconsin, are greeted by Public Health Nurse Edna Renova Welke, as they visit the County Health Department. 4-H members in the group from left are Linda Brauch, 13; Linda Hillebrand, 15; Calvin Brauch, 11; Rodney Pierce, 10; Ann Scherrer, 11; and Jerry Kootz, 13, all of Waukesha.

120

Elizabeth Covington of Minneapolis, Minn. had the honor of introducing Secretary Orville Freeman at a National 4-H Conference general assembly where she presided in April. Elizabeth was one of five outstanding 4-H members representing her State.

27



1.6

A highlight experience for 3,800 Club members this year is enrolling in a Citizenship Short Course at the National 4-H Center, Washington, D.C. Here youth combine discussions at the Center with personal visits to national shrines and to government agencies. The Short Courses help the young people deepen appreciation of their heritage and their commitment to the democratic way of life. Also developed are skills in leadership and citizenship to use back home in local 4-H Clubs.

NATIONAL 4-H CENTER

29

SMITH HALL



50

The International Farm Youth Exchange is a major tool of 4-H in developing international understanding. Here Peggy and Terry, IFYE's to Thailand, are lending a helping hand to a host family. Since 1948, more than 3,800 young men and women of the United States and of 69 different countries on all five continents have participated. The IFYE program with its incoming as well as outgoing exchangees, has had wide impact on youth and adults throughout America.

4-H Peace Corps volunteers, too, have made great contributions toward fuller lives for people among our world neighbors.



SV
W-1

About 75 countries around the world have 4-H, and 4-H-like programs, offering educational opportunities to rural youth. Most of these have evolved since the late 1940's. In many lands the familiar four-leaf clover is used as the emblem; but in some, the H's may become C's, V's, S's, or K's. Educating rural young people is a basis for total agricultural development which, in turn, is a key to total National development programs.

[illegible][illegible]

AROUND

GROUND WORLD



During the past year 75,000 4-H members have participated in special career exploration programs. Nearly all 2-1/4 million 4-H'ers have learned about careers through varied 4-H projects, tours to processing plants, business firms, clinics and institutions, and elsewhere.

Many 4-H alumni point with pride to their career choice and preparation through some phase of 4-H Club work.

CAREERS

ON THE LAND

7,000,000 farmers and ranchers are employed in the big business of agriculture

IN TOWN

16,000,000 private jobs in marketing, industry, and science depend on agriculture

ABROAD

The government and industry offer other career opportunities in many parts of the world



Ideas thought up in the huddle groups of this junior leader training session will later be expressed to the entire group. Earnest discussions are typical of training provided older club members who work as junior leaders with younger 4-H'ers. Junior leadership now enrolls about 138,000 older 4-H members, who learn the art of leadership by leading.



Mrs. Lyndon B. Johnson honored the 235 National 4-H Conference delegates with a special greeting during their tour of the White House. This group of 4-H'ers, and the other delegates present, represented the country's 2-1/4 million club members. All were named by their States for outstanding personal development and for exceptional achievement in community service, leadership, and citizenship. With them at Conference were 10 Head-Heart-Hands-Health youth on an exchange basis from Canada.







NATIONAL AGRICULTURAL LIBRARY



1022842206